

5. Test Questions - Find 5-10 guinea pigs to try your questions out on.

- a. Were any of the questions confusing?
- b. Were any of them hard to answer?
- c. Was it fun and easy to answer?

6. Ask Questions.

- a. The way that questions are asked should be standardized as much as possible
- b. Interviewers should read questions verbatim
- c. Every respondent should have a similar experience and should have a positive experience

7. Prepare Data.

- a. Assign codes to all responses Example:  
Yes = 1                      Male = 1  
No = 2                      Female = 2
- b. Enter into computer
- c. "Clean" the data (in other words look for errors)

8. Analyze Data and Report Data.

- a. Describe your sample
  - i. How many respondents?
  - ii. What are the demographics?
- b. Calculate means or percentages for each question
- c. Decide what is significant or interesting
- d. Report your findings